

ORDER



Orders
Order / Rev: 206824
Alt Order #: 06853678
Product Desc: 9/18-9/24 SENATE MAJORITY PAC
Estimate: 1814
Flight Dates: 09/18/12 - 09/24/12
Original Date / Rev: 09/18/12 / 09/18/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Majority PAC
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN14921

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	1	\$1,200.00	\$1,020.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	1	\$1,200.00	\$1,020.00	0.00
Totals	1	\$1,200.00	\$1,020.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	13%	\$1,200.00
Market	100%	\$9,230.77

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	40%	\$3,692.31
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	36%	\$3,323.08
WTVZ	0%	\$0.00
WVEC	11%	\$1,015.38

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/23/12	09/23/12	Su 10-1044p	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
Fox News @10 Sun															
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/17/12	09/23/12	-----S	1		\$1,200.00	0.00							
													Totals	1	\$1,200.00